



Roll Your Own Responsive Design

(in 90 minutes or less)



Fluent Conference April 2015 Jen Kramer



"I need a website and I want responsive design. How much will that cost?"

RESPONSIVE DESIGN

**I DO NOT THINK IT MEANS
WHAT YOU THINK IT MEANS**

Responsive Design (Manager)



- ☞ Make it work on my iPhone!
- ☞ Make it work on my iPad!
- ☞ If the website knows what device I'm using, it's responding, right?

Responsive Design (Geek)



☞ Defined by three characteristics

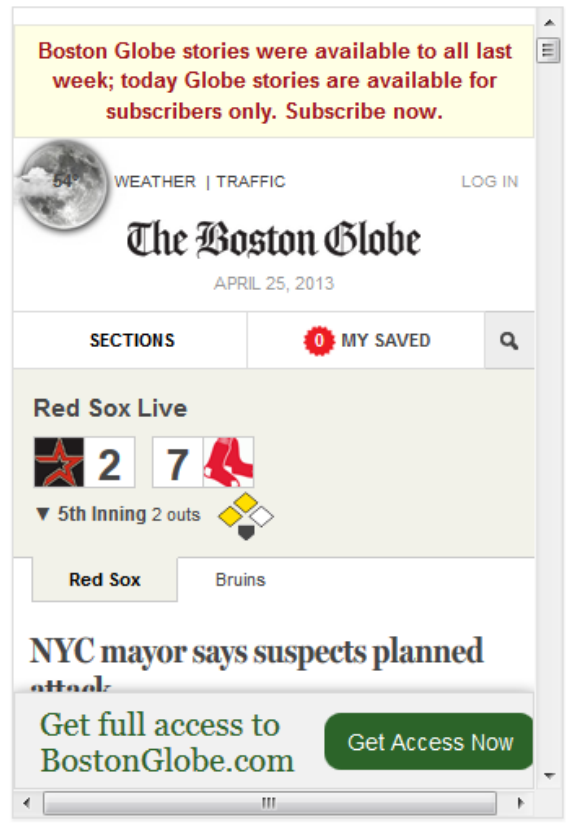
- Flexible grid-based layout
- Images that resize
- Media queries (CSS3)

☞ www.alistapart.com/articles/responsive-web-design/

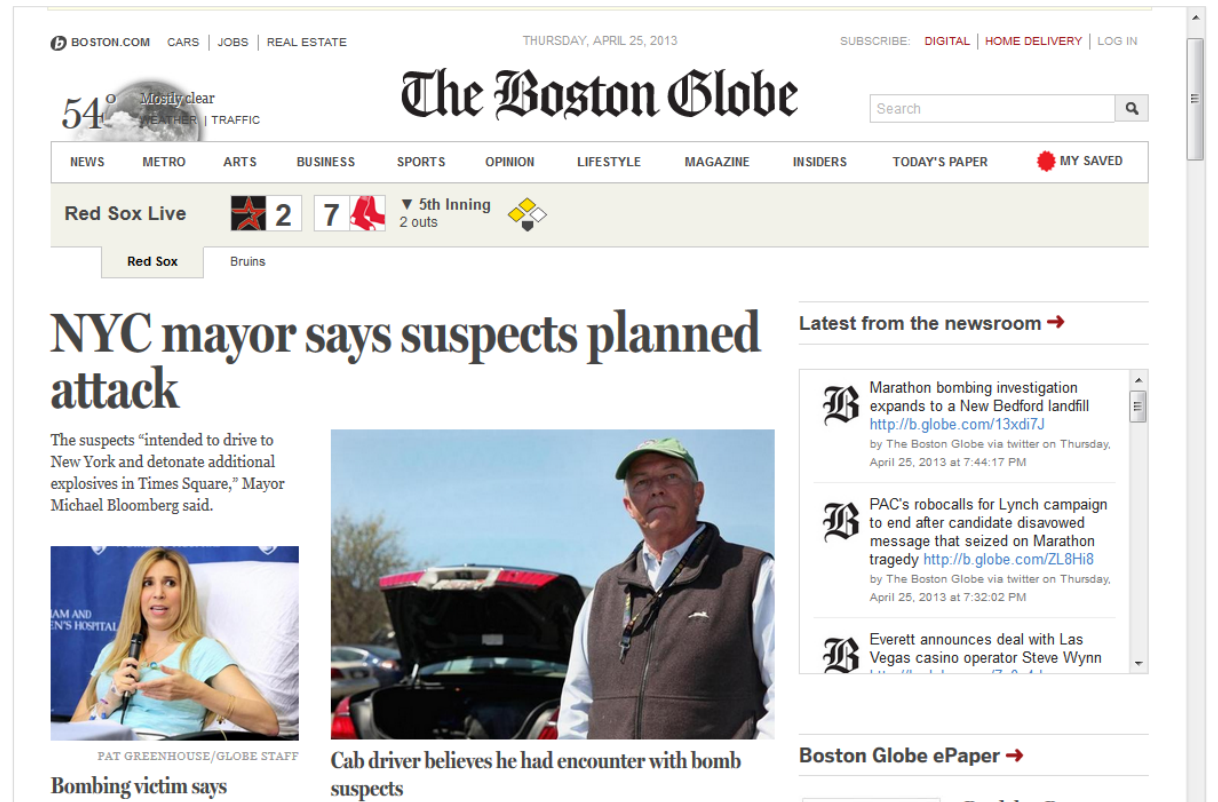
☞ Example:
[Boston Globe](http://www.boston.com)

Responsive design is client side

▼ Mobile portrait (320x480)



▼ Tablet landscape (1024x768)



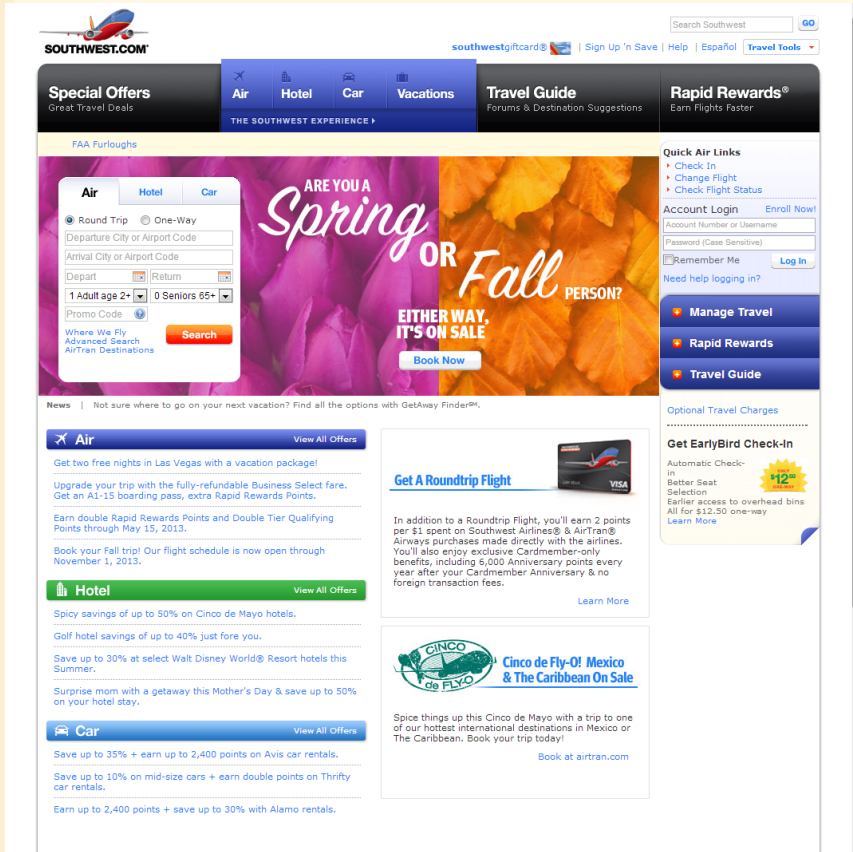
www.bostonglobe.com

Alternative: Mobile site



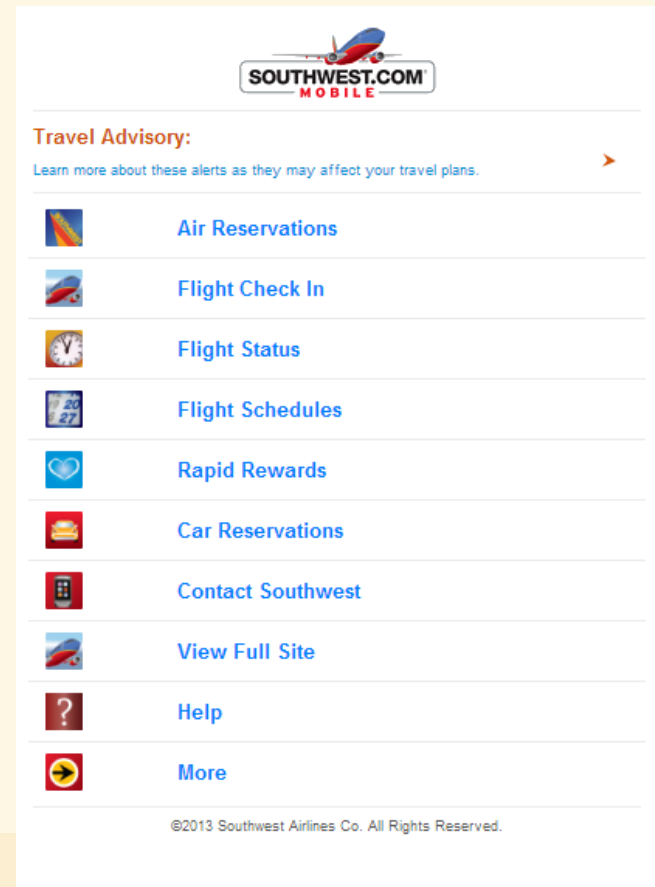
Separate sites are server side

Same data from the database



The screenshot shows the Southwest Airlines website with a search bar at the top right. Below the search bar is a navigation menu with links for Air, Hotel, Car, and Vacations. The main content area features a large banner for "Spring OR Fall PERSON?" with a "Book Now" button. To the left of the banner is a search form with fields for Round Trip, One-Way, Departure City, Arrival City, Depart, Return, and Promo Code. Below the banner are sections for "Air", "Hotel", and "Car" with various offers and links. The footer includes a copyright notice for 2013 Southwest Airlines Co.

Served up with different themes



The screenshot shows the Southwest Airlines mobile app interface. At the top is the Southwest logo and a search bar. Below the logo is a "Travel Advisory" section with a link to learn more. The main content area is a list of travel services, each with an icon and a link: Air Reservations, Flight Check In, Flight Status, Flight Schedules, Rapid Rewards, Car Reservations, Contact Southwest, View Full Site, Help, and More. The footer includes a copyright notice for 2013 Southwest Airlines Co.

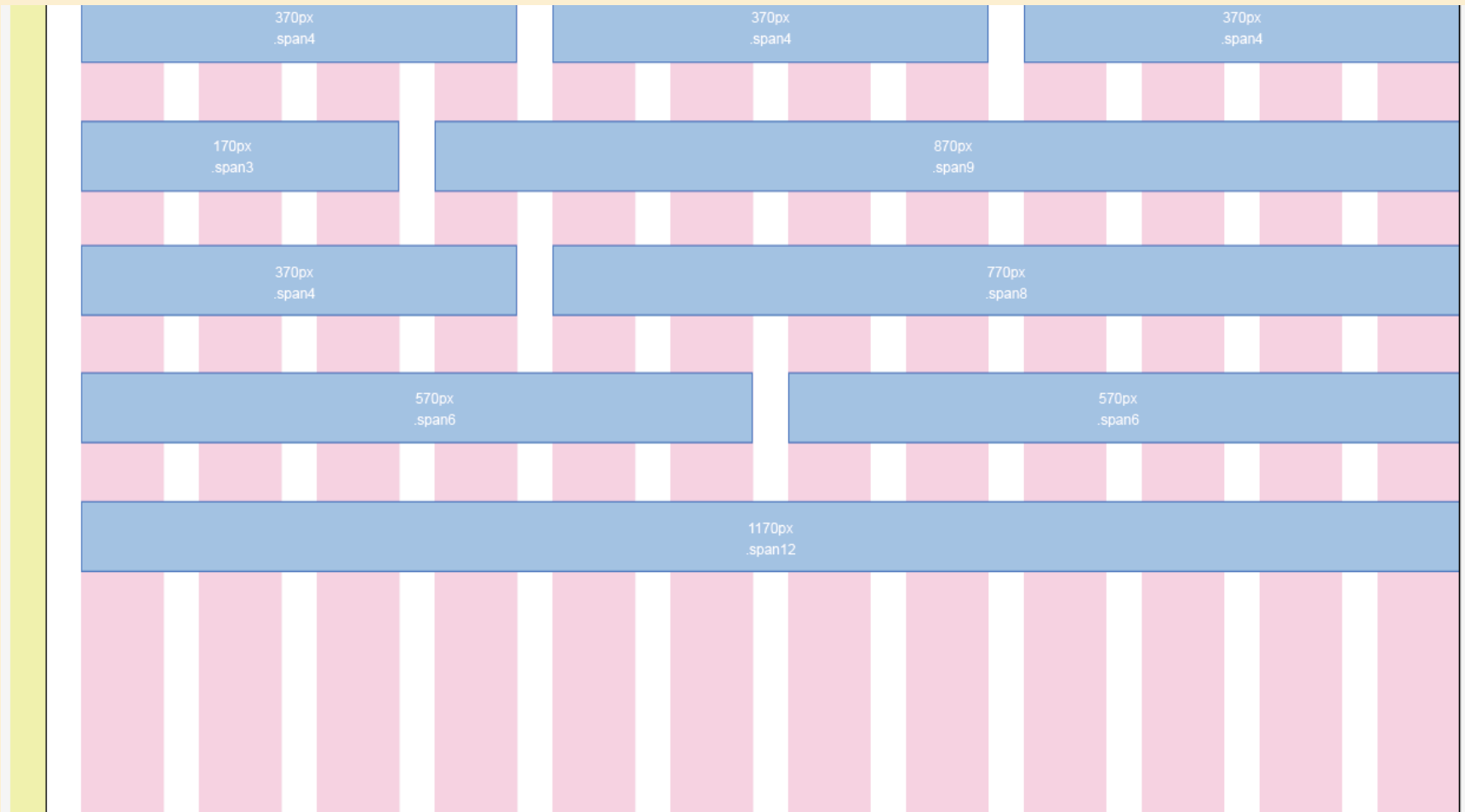
Responsive Design

Defined by three characteristics

- Flexible grid-based layout
- Media queries
- Images that resize



Grid-based layout



Grid-based layout

Contact

Travel Suppliers

Corporations

Government

Product Index

Header 2

Credibly visualize integrated experiences through vertical best practices. At base level, this just comes down to systemized, monitored programming.

Header 3

Enthusiastically generate empowered technology and holistic total linkage. The solution can only be balanced modular processing. Forward-looking companies invest in synchronized **monitored alignment**.

Header 4

Embrace innovative metrics

Maximize one-to-one action-items

Empower e-Business

Synergized contextually-based external link

Plan	Sabre GDS	Setup Fee
data		

Plan	Sabre GDS	Setup Fee	Monthly Fee	Agents	Contract Term
Nextion	Included	\$1,250	\$10 - \$500**	Unlimited**	Month-to-Month

Reduce Costs

Customer Service Tools

Manage Your Business

Development Tools

Do That Thing You Do

[Source](#)

CSS3 Media Queries

- ⌘ Browser reports screen resolution
- ⌘ Based on current width, serve a stylesheet with layout for that width
- ⌘ No JavaScript involved



Images that resize

- ∞ Images should change size, based on screen resolution
- ∞ Solutions are still being developed, but they are:
 - Client-side
 - Server-side
 - 3rd party
 - Free
 - Paid



Responsive design is friends with...

- ∞ Static HTML
- ∞ Content management systems
- ∞ Server-side technologies
- ∞ Basically, any way you can build a site



Responsive Design Frameworks

Recently published in **Smashing Magazine**

[Responsive Design Frameworks: Just Because You Can, Should You?](#)

Questions?

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